

EP0879536B1: VERFAHREN ZUM WIEDERGEBEN VON VISUELLEN INFORMATIONEN [German][French]

Derwent Title: System reproducing visual data in form of text, graphics or pictures - alerts television viewer to digital network server program for selective call-up and display of commercial information [\[Derwent Record\]](#)

Country: EP European Patent Office (EPO)
Kind: B1 Patent ¹ (See also: [EP0879536A1](#))

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Assignee: Fridley Technologies Limited
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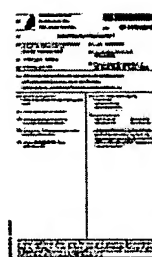
Published / Filed: 1999-09-29 / 1996-11-28

Application Number: EP1996000940655

IPC Code: H04N 7/173;

Priority Number: 1995-12-08 [DE1995019545882](#)

Abstract: [From equivalent [EP0879536A1](#)] To position advertising content in a telecommunication system, for example known throughout the world as the Internet, with a high level of acceptance by system users, it is proposed to transmit within a television signal which can be reproduced by a television receiver an address (HTTP) for a server program of the digital communication network. Optical signals are transmitted to the user on the screen of the television receiver in any form (in the form of a marking or plain writing). The address (HTTP) is evaluated at the command of the user to the effect that the content of the server program and other visual information which can be retrieved using the server program, in particular advertising-related information, can be reproduced on the screen of the television receiver. [French]



High
Resolution

Low
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3 pages

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Buy PDF	Publication	Pub. Date	Filed	Title
<input type="checkbox"/>	WO9722207A1	1997-06-19	1996-11-28	SYSTEM FOR REPRODUCING VISUAL INFORMATION
	JP11501789T2	1999-02-09		
<input checked="" type="checkbox"/>	GR3032276T3	2000-04-27	1999-12-29	
<input checked="" type="checkbox"/>	ES2140145T3	2000-02-16	1996-11-28	METODO PARA LA REPRODUCCION DE INFORMACION VISUAL.
<input type="checkbox"/>	EP0879536B1	1999-09-29	1996-11-28	METHOD FOR REPRODUCING VISUAL INFORMATION
<input type="checkbox"/>	EP0879536A1	1998-11-25	1996-11-28	SYSTEM FOR REPRODUCING VISUAL INFORMATION
<input checked="" type="checkbox"/>	DK0879536T3	2000-04-03	1996-11-28	FREMGANGSMAADE TIL GENGIVELSE AF VISUEL INFORMATION
<input checked="" type="checkbox"/>	DE59603250C0	1999-11-04	1996-11-28	VERFAHREN ZUM WIEDERGEHEN VON VISUELLEN INFORMATIONEN
<input checked="" type="checkbox"/>	DE19545882B4	2004-04-08	1995-12-08	System zum Wiedergehen von visuellen Informationen
<input checked="" type="checkbox"/>	DE19545882A1	1997-06-12	1995-12-08	System zum Wiedergehen von visuellen Informationen
<input checked="" type="checkbox"/>	AT0185227E	1999-10-15	1996-11-28	VERFAHREN ZUM WIEDERGEHEN VON VISUELLEN INFORMATIONEN
11 family members shown above				

First
Claim:

Show all claims 1. A method for reproducing visual information in the form of writing, graphics and/or images, which are transmitted on the Internet, **characterized in that** an Internet address for a server program of the Internet is transmitted within a television program signal that can be reproduced by a television receiver as additional signal in a temporal correlation to the advertising content of the television program signal, and that it is reproduced together with the advertising content as marker on the television receiver screen, and that the Internet address is read out of the television program signal upon command from a viewer of the advertising content and is transmitted to a modem, connected to the television receiver, which modem establishes a communication link to the Internet under the read-out Internet address in order to reproduce the content of the addressed server program on the television receiver screen.

[German] [French]

Other
Abstract
Info:

DERABS G1997-311808